



# BENNY YERUSHALMI for State Senate

Author: Kevin Goodell

Proposal ID: 723  
 Schedule Date: 9/4/2012 - 11/6/2012  
 Advertiser: BENNY YERUSHALMI  
 Spot Length(s): :30

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Program		SpotLength(s)				DMA		Flight Dates: 9/4/2012-9/30/2012	
Time		SE	SE	SE	SE	P18+		W	Rate
		4	10	17	24	RTG		k	Spots
<b>KSNV</b>									
JEOPARDY/WHEEL	:30	3	3	3	2	p3.4			
GRPs/Impressions						37.4		4	\$375.00
CPP/CPM						\$110.29			11
Mo-Fr 6:30p-7:30p									
FOOTBALL NIGHT IN AMERICA	:30	1	1	1	1	p4.6		4	\$900.00
GRPs/Impressions						18.4			4
CPP/CPM						\$195.65			
Sun 4:00p-5:30p									
<b>KSNV Totals</b>		4	4	4	3				<b>\$7,725.00</b>
						GRP/(000)	55.8	Spts:	15
						CPP/CPM:	\$138.44		
						Reach:	30.1		
						Frequency:	1.9		
Approved by: _____									

## 3Q12 General Summary (DMA P18+ D.RTG)

Name	Spots	Cost	Grps	Imp(000)	CPP	CPM	Reach	Freq	E.Reach	N.Reach	Pop
KSNV	15	\$7,725	55.8	800.9	\$138.44	\$9.65	30.1	1.9	12.2	445,389	1,479,674